

**REMARKS****I. Reason for Entry Under 37 C.F.R. §1.116**

Applicants request entry of this Rule 116 Response and Request for Reconsideration because the primary reference now applied to the claims is newly cited in the final Office Action, and Applicants should be provided the opportunity to present patentability arguments in view thereof. The claims were not significantly amended in the previous Response and the patentable features for which the newly cited primary reference is applied were in the claims PRIOR TO the previous response. Furthermore, the claims are not presently amended and should not entail any further search by the Examiner since no new features are being added or no new issues are being raised. It is further submitted and requested that the finality of this Office Action be withdrawn if the claims are not allowed.

**II. Prior Art Rejections**

The Office Action mailed February 22, 2007 rejected claims 1-9 and 14-17 under 35 U.S.C. § 103(a) as being unpatentable over newly cited De Breed (U.S. Patent 6,944,628) and Tanner (U.S. Patent Publication 2004/0243588); and rejected claims 10-13 under 35 U.S.C. § 102(e) as being anticipated by newly-cited De Breed. All rejections are traversed below and reconsideration is respectfully requested.

Item 6 in the Office Action relied on De Breed (U.S. Patent 6,944,628), column 1, line 25-30, to teach or suggest "accessing a source data set of uniquely identified persons", as recited in independent claim 1, line 4. The phrase "uniquely identified persons" is described for an embodiment in the specification as the social security number of an account holder in an investment firm (see paragraph [0022]). Thus, a "uniquely identified person" in the context of claim 1 is a globally unique person, someone that can be unambiguously identified by an identifier globally unique for the life of the person. An example is given of a social security number. In contrast, column 1 of De Breed simply states "address of people and/or organizations are stored in a database" at lines 27-28. De Breed is silent with respect to whether the identified persons are unique. Nothing has been cited or found in De Breed that indicates whether the "people and/or organizations" disclosed in De Breed at column 1, lines 25-30 are unique or non-unique. Therefore, it is submitted that column 1, lines 25-30 of De Breed does not teach or suggest "accessing a source data set of uniquely identified persons" as recited in claim 1, line 4 because the "people and/or organizations" discussed in De Breed is ambiguous with respect to the uniqueness of the identified persons. Furthermore, nothing has been cited in

Tanner which makes up for the deficiencies in De Breed. Therefore, it is submitted that claim 1, and claims 2-9 which depend therefrom and add further patentable distinctions, are patentably distinguishable over the cited prior art. The claimed method achieves automatically and reliably determining which accounts of a firm are held by an officer, director of a publicly traded company or other persons of public interest that are not achievable by De Breed or Tanner or combination thereof, and therefore further supports patentability.

Independent claim 17 recites "a source data set of uniquely identified persons" at line 4. For the reasons discussed above, it is submitted that claim 17 is patentably distinguishable over the cited prior art, including in particular the newly-cited primary reference of De Breed.

The Office Action, at item 4, rejected claims 10-13 under 35 U.S.C § 102(e) as being anticipated by newly cited De Breed. Claim 10 recites "given non-uniquely identified target names ... automatically determining ... a target name corresponds with a particular unique individual in the general population" at lines 3-7. The Office Action cited De Breed, column 1, lines 25-30, as anticipating this recited feature. However, as previously mentioned, column 1, lines 25-30 of De Breed is silent with respect to whether the address and/or organizations discussed are unique or otherwise. Therefore, it is submitted that claim 10, and claims 11-16 which depend therefrom and add further patentable distinctions, are patentably distinguishable over the cited prior art.

If there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

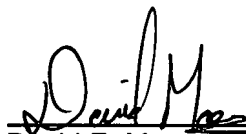
Respectfully submitted,

STAAS & HALSEY LLP

Date:

5/22/07

By:



David E. Moore

Registration No. 59,047

1201 New York Ave, N.W., 7th Floor  
Washington, D.C. 20005  
Telephone: (202) 434-1500  
Facsimile: (202) 434-1501